



National Youth Traffic Safety Month®

NOYS is excited to launch the 2012 National Youth Traffic Safety Month but needs your help in ensuring widespread success. Together we can generate the vital public awareness necessary to eliminate thousands of senseless and tragic deaths each year. NOYS invites your organization to partner with us on National Youth Traffic Safety Month. Your primary role as a National Youth Traffic Safety Month partner will be to help NOYS communicate the importance of safe teen driving and youth empowered peer-led efforts. By joining forces with NOYS in support of National Youth Traffic Safety Month, you will help generate national visibility for your organization and its work on the campaign. Through inclusion in press and campaign materials, possible media appearances, and the local work done through youth all across the country, your organization can assist in addressing youth traffic safety during prom, graduation and the beginning of summer driving season.

Your commitment can be as grand or small as your time and resources allow. It can include, but is not limited to, providing your membership and other constituents with educational materials and informing them of your commitment to National Youth Traffic Safety Month in your publications and/or on your website. NOYS would be happy to collaborate with your organization to develop specific activities and public relations opportunities that will fit the needs of your constituents.

There is no charge to become a National Youth Traffic Safety Month partner. However, you will reap many benefits in this essential role. Please email or fax back this form to let us know how you intend to support National Youth Traffic Safety Month and what materials we can send you to help in your efforts.

Over the next several months, NOYS is spearheading the development of a variety of opportunities for National Youth Traffic Safety Month designed to assist our members in participating in this campaign. Tools and Programs include:

- Through funding from The Allstate Foundation the first 250 qualified Act Out Loud teams will receive a collateral toolkit - Enter at <http://www.actoutloud.org>.
- Development of a PSA by The Ad Council Project Yellow Light.
- An updated online toolkit to help youth and communities develop their activities.
- The re-launch of the National Youth Traffic Safety Month general information site that will link to all of these activities, tools, and programs.



National Youth Traffic Safety Month 2012 Partnership Form

_____ will support National Traffic Safety Month 2012 and agrees to be listed as a supporting partner.

Please provide us:

- A web link, button, or banner
- A letter we can send to our network or membership – under our leadership’s signature
- A letter we can send to our network or membership – co-signed with leaders of NOYS
- An article for placement on a website, newsletter, or listserv
- An electronic postcard we can mail to our network or membership
- An ad we can place in our publication
- Materials to distribute at meetings or conferences
- A sample press release to issue in May

Contact person to receive all materials:

Name _____ Title _____

Organization _____

City, State, Zip _____ Organization Web Address: _____

Phone _____ Fax _____

E-mail _____

Thank you for helping us promote youth traffic safety!

PLEASE FAX BACK THIS FORM TO 866-559-9398 by May 1, 2012

National Organizations for Youth Safety • 7371 Atlas Walk Way #109 • Gainesville , VA 20155

www.noys.org

Phone: 828-367-6697 • Fax : 866-559-9398